



Imagine  
Canada Ethical Code

# PROGRESS REPORT

2008

## ETHICAL CODE PROGRAM

Demonstrate your commitment to high standards

“Nonprofit, charitable and community organizations across Canada recognize that ethical conduct and fundraising success are inextricably linked. The rate at which they are adopting Imagine Canada’s new Ethical Code is an indication that they also recognize the value of a common approach to earning donor trust. Our goal is to help them succeed, which is why we are pleased to support organizations like Imagine Canada in their efforts to assist charitable organizations of all sizes to strengthen the communities and the people they serve.”

**Jan Belanger,**

*Assistant Vice-President, Community Affairs,  
Great-West Life, London Life and Canada Life*

The **Ethical Code Program**, which was first launched in 1998, was successfully re-launched in 2008 with a greater focus on accountability and public engagement. The re-launch of the Program was made possible through a generous grant from Great-West Life, London Life and Canada Life. By the end of 2008, 175 charities had signed onto the Program. Working in partnership with this community of charities, Imagine Canada was able to achieve all of its goals for the first year of the new Program.

### THE ETHICAL CODE PROGRAM

The Ethical Code Program is a tool that can help charities meet donor expectations and distinguish them from others in the field. Built by the sector, for the sector, its goal is to enhance the performance of nonprofit organizations, strengthen donor trust, and further build upon the foundations of existing confidence in the sector.

Charities that join the Ethical Code Program have the right to use the Ethical Code trustmark, which signals to donors that they comply with the standards in the *Ethical Fundraising and Financial Accountability Code*. Participation in this voluntary program is open to all registered Canadian charities and registered Canadian amateur athletic associations.

The Ethical Code Program is generously supported by:

**THE  
Great-West Life**  
ASSURANCE COMPANY

**London  
Life**

**Canada Life**

STRONGER COMMUNITIES TOGETHER™

# 2008 PROGRAM HIGHLIGHTS

## ★ PROGRAM PARTICIPATION

Participation in the Ethical Code Program was much greater than anticipated, with 175 charities joining the Program by the end of 2008. Together, this community of charities account for \$1.3 billion in fundraising revenues – more than 7% of all fundraising revenues reported by Canadian charities.

## ★ EDUCATION & CAPACITY BUILDING

In 2008, more than 900 people participated in 15 in-person presentations on the Ethical Code. Presentations took place in a variety of locations including Halifax, Montreal, and Toronto. Imagine Canada also hosted three webinars during the year to inform charities across the country about the Program.

To assist Program participants in using the Code, Imagine Canada staff created an *Ethical Code Interpretation Guide* as well as a presentation that can be used to educate board members, staff members, and volunteers about the Program.

The Ethical Code Committee provided interpretations and advice on a number of queries posed by charities. The Committee's interpretations will assist all Program participants to use the Code more effectively.

## ★ PARTNERSHIPS

A Memorandum of Understanding was signed in early 2008 with the Association of Fundraising Professionals (AFP). Imagine Canada and AFP ([www.afpnet.org](http://www.afpnet.org)) agreed to jointly promote our codes of ethics and work to ensure that the codes continue to support and complement each other.

Later in the year, we began working with CanadaHelps ([www.canadahelps.org](http://www.canadahelps.org)), an important online donation portal. CanadaHelps now features the Ethical Code trustmark on the profiles of charities that participate in the Ethical Code Program.

## ★ OUTREACH & MARKETING

The public launch of the Ethical Code Program took place in June 2008 with media outreach and a seven-page supplement in *Maclean's* magazine. *Maclean's* reach of more than 2.4 million readers makes it one of our key tools to help raise Canadians' awareness of the Program. The public launch resulted in eight newspaper articles, one radio interview and several articles on news/sector websites. The Ethical Code was referenced in nine additional newspaper articles, three radio interviews, and one television interview during the year.



"Nonprofits have a responsibility not only to do good, but to do well with the support they are given. The Ethical Code gives them a tool to demonstrate that to donors."

**Christopher Libby,**  
*Managing Director, Vancouver Opera*

## ST. JOHN'S REHAB FOUNDATION

Barbara and Douglas Crowe know that their donations to St. John's Rehab Hospital go to good use – after all, former patient Barbara has experienced first-hand the incredible care patients receive. "As donors, it's wonderful to see your favourite charity join the Ethical Code. It's one more reason to trust St. John's Rehab."

St. John's Rehab Foundation is committed to sharing the good news with donors and patients alike. Our Ethical Code membership is integrated into our donor communication strategy: our website, tax receipts, and donation slips include the logo and explain that it means every gift is managed responsibly and ethically.

Explains the foundation's Executive Director Tony di Cosmo, "As a charity, our obligation lies first and foremost with our donors. Trust, shared values, and good communication are all essential components of this. We're proud to use our membership in the Code Program to show our donors the transparency and accountability of our operations."



Barbara and Douglas Crowe, proud to be long-time supporters of St. John's Rehab.

# ETHICAL CODE PROGRAM PARTICIPANTS – A SNAPSHOT

## LOCATION

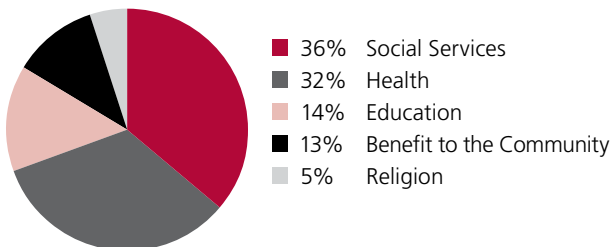
Ethical Code Program participants are based in nine out of 10 provinces.<sup>1</sup> However, the majority (60%) are based in Ontario. The Ontario group includes many national charities with head offices in the province. Following Ontario, Program participants are most likely to be based in Alberta (15% of participants) and British Columbia (10%). Going forward, Imagine Canada will focus on increasing participation among charities in Quebec and Atlantic Canada.

<sup>1</sup> There were no participants from Newfoundland & Labrador or from any of the Territories in 2008.

## SUB-SECTOR

A broad range of charities joined the Ethical Code Program in 2008, as presented in the graph below. The majority of participating charities work in the areas of social services (36%) and health (32%). Compared to the charitable sector as a whole, religious charities are under-represented among Program participants. However, most charities in this category are individual congregations that do little or no fundraising among the general public and are therefore unlikely to be interested in the Ethical Code Program.

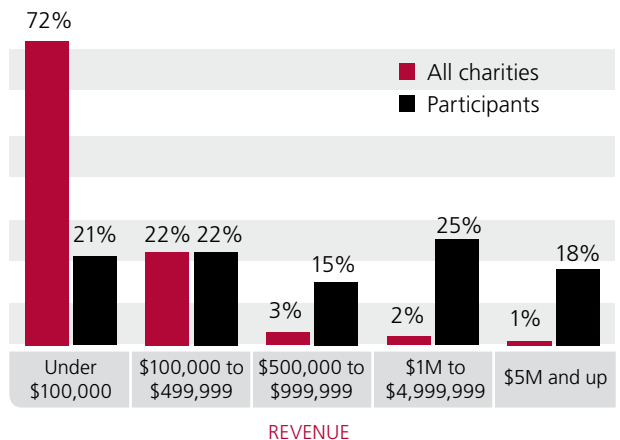
## PROGRAM PARTICIPANTS BY SUB-SECTOR



## REVENUES

The 175 charities that joined the Ethical Code Program in 2008 have total revenues of \$3.7 billion and total fundraising revenues of \$1.3 billion.<sup>2</sup> Program participants represent more than 2% of revenues and 7% of fundraising revenues reported by Canadian charities. Not surprisingly, Program participants report higher fundraising revenues than charities as a whole. Forty-three percent of Program participants report fundraising revenues of \$1 million or more, compared to only 3% of all registered charities. Imagine Canada will continue to measure Program progress based on both the number of participants and the percentage of fundraising revenues that participants represent.

## FUNDRAISING REVENUES, PROGRAM PARTICIPANTS AND ALL CHARITIES



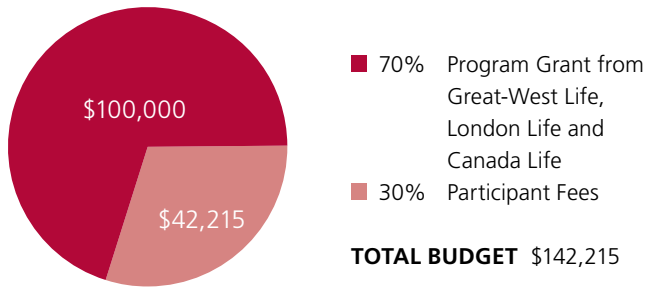
<sup>2</sup> Data are from 2006 Registered Charity Information Returns (T3010a). Fundraising revenue is defined as the sum of receipted gifts (line 4500), other gifts (line 4530), and fundraising revenue (line 4630).

## THE HEART AND STROKE FOUNDATION OF ONTARIO

The Heart and Stroke Foundation of Ontario (HSFO) joined Imagine Canada's Ethical Code Program early in 2008. Since that time, we have reached out to more than 40,000 volunteers, staff, and stakeholders, to inform them of our support and participation. Our website, volunteer canvasser materials, and staff code of conduct include an abridged version of the Ethical Code and information about the Program. Staff members, volunteers, and donors have been engaged to learn more about Imagine Canada and the Code program through our staff newsletter, intranet site, pledge forms, volunteer training materials, and public website. HSFO is proud to demonstrate our commitment to transparency and accountability through the use of the Imagine Canada Ethical Code and trustmark.

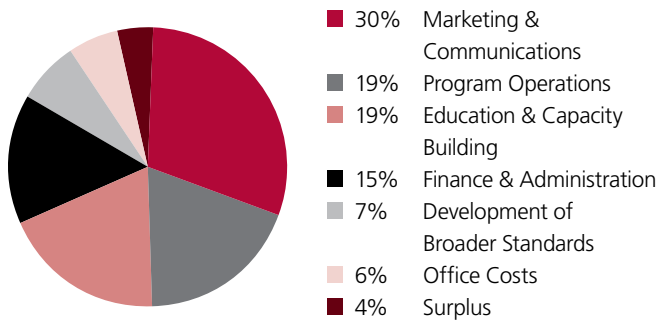


## REVENUE



**Note:** Participant fees paid in 2008 totalled \$158,650. These fees are pro-rated over two years based on the starting month of participation. Therefore, only a portion of the fees were recognized in 2008.

## EXPENSES



**Note:** A portion of the Great-West Life, London Life and Canada Life grant was allocated to the development of broader standards for the charitable sector.

## IMAGINE CANADA

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Boys and Girls Club of Greater Vancouver

## JOIN NOW!

To join the Ethical Code Program or for more information visit our website at [www.imaginecanada.ca/en/ethicalcode](http://www.imaginecanada.ca/en/ethicalcode), call **1-800-263-1178, ext. 228** or **(416) 597-2293, ext. 228** or email [code@imaginecanada.ca](mailto:code@imaginecanada.ca)

## 2008 ETHICAL CODE COMMITTEE MEMBERS

**John D. McKellar**, C.M., Q.C. (Chair)  
WeirFoulds LLP

**Betsy Clarke**, CFRE (to June 2008)  
President, Betsy Clarke & Associates

**Marilyn De Mara**, FCA  
Partner, Charities Practice  
KPMG Canada, LLP

**Robert J. Donelson**, CFRE  
Vice-President,  
Development & Alumni Relations  
Wilfrid Laurier University

**Robert Kleinman**, FCA (to June 2008)  
Executive Director, Jewish Community  
Foundation of Montreal

**Mary Martin**, CFRE (to June 2008)  
Vice President, Atlantic, KCI Canada

**Andrea McManus**, CFRE  
President, The Development Group

**Ann Rosenfield**, CFRE  
Director, Major Gifts  
CNIB